SDTimes Custom Webinars 2017

As the Exclusive Sponsor of an SD Times Webinar, you will raise the perception of your company as an industry expert and an industry leader while gathering sales leads from the SD Times audience. Your custom Webinar will include an introduction to the topic from a moderator selected by SD Times, who will serve as the program host. This will be followed by a presentation by an executive at your company, a question-and-answer session with predetermined questions, and then a live Q&A period with the Webinar audience. Presentations will be on PowerPoint with audio.

One of our editors will discuss suitable topics for presentation. We strongly urge that you do not deliver a sales pitch, technical sessions that offer a "how-to" aspect are preferred. The presenter will be asked to supply a PowerPoint presentation. Custom Webinars are 30-45 minutes in length.

We'll need the name and credentials of your speaker — preferably a non-marketing, technical person with an executive title — for promotional purposes. Your company will need to provide a suitable PowerPoint presentation 4 weeks prior, and the presenter must be available either to tape the audio portion of the presentation or to present it live.

After your event airs, you'll receive a full report on the demographics of the attendees; plus any questions asked during the presentation will be captured. Polling of the audience is available. You'll also receive a list of both pre-registered and actual attendees, by name and e-mail address.

Gold Webinar - \$22,195 • Announcements in two issues

of the SD Times e-newsletter:

"News on Monday"

- 375 Registrant Guarantee
- Two targeted e-mail promotions to the entire SD Times opt-in subscriber list (100,000)
- A post-event reminder e-mail to visit the archived event (50,000)

Silver Webinar – \$13,995

- Announcements in two issues of the SD Times e-newsletter: "News on Monday"
- 225 Registrant Guarantee
- One targeted e-mail promotion to the entire SD Times opt-in subscriber list (50,000)
- A post-event reminder e-mail to visit the archived event (50,000)



Why Not Share an SDTimes Webinar With Your Partners? (share the costs and offer a unified platform)

WHY PRODUCE YOUR WEBINAR WITH SD TIMES?

- High-quality audience of software and application development managers, architects and project leaders
 — all opt-in and 100% reverified addresses and demographics every year.
- **2.** SD Times' editorial integrity and involvement ensure seminar attendees of a quality program rather than just a sales pitch.
- **3.** All we need is some presenter time and copy let SD Times do the work!
- **4.** A substantial marketing campaign precedes your Webinar, and this marketing is done in conjunction with the SD Times brand. To do this much marketing to the SD Times audience on your own would cost more than twice your price.
- **5.** Position your company as a Thought Leader among more than 75,000 SD Times subscribers.
- **6.** Pull red-hot leads from outside your own customer base or prospect pool!



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Pick Your Own Topic! Sample Topics:

Best Practices for Agile Development Outsourcing and Offshoring: Making It Work for You Build Management Secrets to Save Time, Money How to Enhance Database Connectivity and Performance Make Your Dev Team Sizzle with Agile Tools 12 Tips for Stronger Web Application Security Save Money on Code Maintenance Today! Customize and Enhance Visual Studio Team System Optimize the Entire Application Life Cycle: It's Easy Integrate Complex SCM Systems Across Your Enterprise Taking Cloud Computing and SaaS to the Next Level How to Create a Culture of Software Quality Going Beyond AJAX for Rich Internet Applications It's Time to SCRUM: Boot Camp for Agile Developers SharePoint and Software Developers: A Match Made in Heaven